

### Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

### Listing of Claims

1-13. (Canceled)

14. (currently amended) A method of presenting a forced advertisement to a television viewer comprising:

detecting the forced advertisement in an incoming video stream;

~~displaying~~ presenting the forced advertisement on user equipment; [[and]]

turning off the user equipment while the forced advertisement is being displayed; and

~~in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented,~~ automatically presenting the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

15. (Previously presented) The method of claim 14, further comprising preventing the television viewer from changing channels during playing of the forced advertisement.

16. (Previously presented) The method of claim 14, wherein the forced advertisement is stored in the user equipment.

17-39. (Canceled)

40. (currently amended) A system for presenting a forced advertisement to a television viewer comprising:

user equipment;

a processor configured to:  
determine the forced status of an incoming advertisement; [[and]]  
present the forced advertisement on the user equipment;  
detect that the user equipment is turned off while the forced advertisement is being presented; and  
~~in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented,~~ automatically present the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement or recommence the forced advertisement from the point at which the user equipment was turned off, ~~and~~  
~~a display that displays the forced advertisement.~~

41. (Previously presented) The system of claim 40, wherein the processor is further configured to prevent the television viewer from changing channels during playing of the forced advertisement.

42. (Previously presented) The system of claim 40, further comprising a storage device in the user equipment for storing the forced advertisement.

43. (currently amended) A system for presenting a forced advertisement to a television viewer comprising:  
means for detecting the forced advertisement in an incoming video stream;  
means for ~~displaying~~ presenting the forced advertisement on user equipment; [[and]]  
means for turning off the user equipment while the forced advertisement is being presented; and

~~in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented,~~ means for automatically presenting the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

44. (Previously presented) The system of claim 43, further comprising means for preventing the television viewer from changing channels during playing of the forced advertisement.

45. (Previously presented) The system of claim 43, wherein the forced advertisement is stored in the user equipment.

46. (currently amended) A machine-readable medium for presenting a forced advertisement to a television viewer, the machine-readable medium comprising machine program logic recorded thereon for:

detecting the forced advertisement in an incoming video stream;

~~displaying~~ presenting the forced advertisement on user equipment; [[and]]

turning off the user equipment while the forced advertisement is being presented; and

~~in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented,~~ automatically presenting the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

47. (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for preventing the television viewer from changing channels during playing of the forced advertisement.

48. (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for storing the forced advertisement in the user equipment.

49-68. (Canceled)